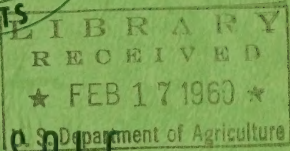


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# WHOLESALE PRICE LIST

**1959 - 1960**

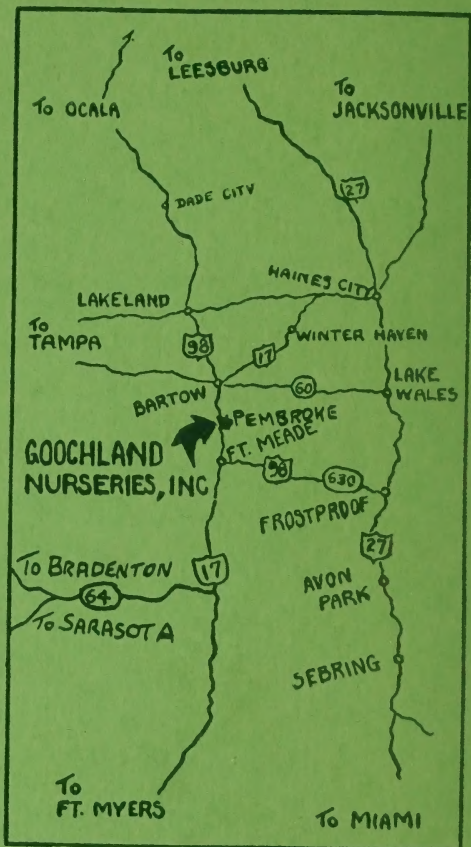
~~CONFIDENTIAL - NOT TO BE REPRODUCED~~

***Liners and  
Container Grown Nursery Stock***



**Goochland Nurseries, Inc.**  
~~CONFIDENTIAL - NOT TO BE REPRODUCED~~  
PEMBROKE, FLORIDA

Phone: Fort Meade, ATwater 4-5401 - Pembroke, Fla.



## **"A MESSAGE TO YOU"**

We try very hard to live up to our motto, "Home of Quality Grown Plants", and at the same time increase our quantity which we have done this past year.

We want to thank each and everyone of our customers for their fine patronage, for had it not been for you, we would not have been able to have the quantity and quality that we now have available.

We want to extend to you a cordial invitation to visit our nursery to select or to see the fine lot of liners and container grown stock that we now have to offer you.

We trust, that the sketch on opposite page will be of help to you in finding our nursery.

Most sincerely,

R. E. "Ed" Brown

**SALES AND CONDITIONS**

**PRICES:** The prices listed herein are for use by Nurserymen. Florists and Dealers only. They are based on quality of stock and current conditions. Prices subject to change without notice. This list cancels all previous price lists.

**TERMS:** Our regular terms are cash, however we will arrange credit for well established firms. All open accounts become due and payable on or before 10th of month, following date of purchase. All overdue accounts will be subject to 1% monthly interest charge. **NO DISCOUNTS ALLOWED ON OPEN ACCOUNTS.**

**CONDITIONS:** We accept all orders subject to prior sale, and all orders accepted on condition that they shall be void should stock become damaged in any way prior to shipping date.

**SHIPPING:** We will deliver via our truck without charge, up to 200 miles from our nursery when invoice amounts to \$3.00 for each mile from our nursery to yours. Split loads may be arranged. Minimum order for each stop, \$75.00. Will arrange for long distance deliveries.

**PACKING:** We are prepared for packing container grown stock — 2½" pot through 50 lb. cans. For public carrier delivery, minimum order for shipping, \$20.00. No charge for packing of 2¼" pot; 2½" pot; 3" pot. All shipped in paper cups or plastic pots. A packing charge of \$1.00 per carton on all other size pots and/or containers.

Number plants per carton and approximate weight:

2¼" and 2½" pots -----	50 plants—16 lbs.
3" pot -----	36 plants—27 lbs.
4" pot -----	24 plants—27 lbs.
Plantainers -----	6 plants—34 lbs.
2-gal. Lerio -----	4 plants—38 lbs.
3-gal. Lerio -----	2 plants—32 lbs.
Egg can -----	2 plants—54 lbs.
7-gal. can -----	1 plant —50 lbs.

**PLEASE ORDER FULL CARTONS.**

Minimum quantities of any variety:

25 — 2¼" pots.

25 — 3" pots.

12 — 4" pots.

10 — Plantainers.

5 — 3-gal. Egg can and 7-gal.

All orders packed for public carrier delivery must total \$20.00.

Guarantee: The Goochland Nurseries, Inc., warrant to the extent of the purchase price that our nursery stock is sold true to name and as described within recognized tolerances. Seller gives no other or further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase.

**ACEROLA, BARBADOS CHERRY**

Tropical A bushy shrub, bearing fruit very rich in vitamin C.

2½" pot -----	.25
Gallon can -----	1.00
Gallon can (with fruit) -----	1.50

**ALLAMANDA Double Yellow**

Tropical — Sport of Williamsii. Large to medium, shining dark green and willowy leaves. Lovely double yellow blossoms 3 to 4" across. Grows well in both shade and sun.

2½" pot -----	.20
Gallon Can -----	.75

**ALLAMANDA HENDERSONI (Brown Bud)**

Tropical — A medium size shrub with waxy leaves and flowers about five inches across. Flowers of golden yellow all summer.

2½" pot -----	.20
Gallon can -----	.75
Egg can -----	1.75

**ALLAMANDA NERIFOLIA****(Bush Allamanda)**

Tropical. Rather narrower foliage. Flowers are deep yellow, tubular. Does well in partial shade — semi-hardy.

2½" pot -----	.20
Gallon can -----	.65
Egg can -----	1.75



**ALSOPHILA AUSTRALIS —****(Australian Tree Fern)**

Stems are very slender and graceful with a crown of spreading light green fronds. Prefers shade.

Gallon can ----- 1.50

**ARBORVITAE AUREA NANA****(Berkman's Golden)**

Slow growing, dense and shaped like a pointed globe. Bright golden yellow.

2½" pot ----- .20

Gallon can ----- .75

Egg can ----- 1.75

**ARBORVITAE BAKERI**

A compact growing pyramidal Arborvitae. Foliage light green color. Better for hot, dry locations.

2½" pot ----- .20

Gallon can ----- .75

Egg can ----- 1.75

**BIGNONIA VENUSTA (Flame Vine)**

Tropical — Foliage medium to large, light green and pointed. Flowers in late winter and early spring. Clusters of orange-red-tubular blooms.

Gallon can (staked) ----- 1.00

**CALLIANDRA RED (Powder Puff)**

Tropical shrub — Bright red stamens, shaped like powder puffs. Foliage, dark green.

2½" pot ----- .20

Gallon can ----- .65

**CALLISTEMON LANCEOLATA****(Bottle Brush)**

Hardy—Small growing tree with stiff branches and large leaves. Produces mass of bright red bottle brush like flowers.

2½" pot .....	.20
Gallon can .....	.75
Egg can .....	2.50

**CALLISTEMON RIGIDUS (Bottle Brush)**

Hardy — More rigid than the above. Tall, bushy shrub rather than tree. Bright red bottle brush like flowers.

2½" pot .....	.20
Gallon can .....	.75

**CALLISTEMON VIMINALIS (Bottle Brush)**

Hardy — Tall, slender shrub or small tree, with slender, semi-weeping branches, with bright scarlet bottle brush like blooms.

2½" pot .....	.20
Gallon can (staked) .....	1.00
Egg can (staked) .....	2.50

**CARISSA BOXWOOD BEAUTY**

Semi-tropical — This is a new Carissa, introduced by a nurseryman near Sarasota. It is very compact growing Carissa with the same dark, shiny green leaf as the old Grandiflora, with white flowers and fruit.

2½" pot .....	.25
Gallon can .....	1.00



**COCCULUS LAURIFOLIUS**

Evergreen shrub — Green leaves on graceful arching branches.

2½" pot ----- .30

**CONFEDERATE JASMINUM**

Hardy — A splendid hardy vine of dark green, waxy, medium size leaves. Star shaped white clusters, flowers in early spring.

2½" pot ----- .20

Gallon can (staked) ----- 1.00

Egg can (staked) ----- 2.50

Specimen Plants ----- 4.50

**CORNUS FLORIDUM (White Dogwood)**

Small tree with deciduous leaves. Small white or greenish-white flowers.

Gallon can ----- .75

Egg can ----- 2.50

**COTONEASTER HORIZONTALIS**

Low spreading semi-evergreen shrub. Small round leaves. Pinkish flowers in spring, followed by bright red berries in fall.

2½" pot ----- .18

Gallon can ----- .75

**CUPHEA HYSSOPIFOLIA**

(Lavender, Red, White)

Tropical — Splendid for low borders and hedges. Foliage small. Dainty blossoms. Prefers partial shade.

2½" pot ----- .18

Gallon can ----- .50

**EPIPHYLLUM OXYPETALUM****(Night Blooming Cereus)**

Tropical — The enormous, waxy, white flowers open at night. Very fragrant. Buds have beautiful reddish cast before opening.

2 $\frac{1}{4}$ " pot	-----	.18
Gallon can	-----	1.00

**FICUS NITIDA (Indian or Cuban Laurel)**

Tropical — Small laurel-like, dark green leaves. Tall, upright in growth and spreading. Fairly hardy.

2 $\frac{1}{2}$ " pot	-----	.18
Gallon cans (staked)	-----	1.00
Egg cans (staked)	-----	\$2.50 Up

**FICUS PANDURATA (Banjo Fig)**

Tropical — Extremely large and long leaves. Very good for pot or tub culture.

(Mosses .75 when available)

Gallon can	-----	1.25
Egg can	-----	\$2.50 Up

**FICUS PHILLIPINSIS**

Tropical — Drooping branches with graceful, narrow leaves, with long tips.

2 $\frac{1}{2}$ " pot	-----	.18
Gallon can (staked)	-----	1.00
Egg can	-----	\$2.50 Up

**FISCUS RADICANS VARIEGATED**

Sub-tropical — A fast growing type of climber, with small pointed leaves of green and white — of great beauty.

2 $\frac{1}{2}$ " pot	-----	.25
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**GARDENIAS**

Sub-tropical to Hardy — We only grow Gardenias grafted on Thunbergia root stock. Varieties listed below.

2¼" pot -----	.50
Gallon can -----	1.25
Egg can -----	2.50

**BELMONT** — An old variety, compact, medium size white flower. Mid-season bloom. Foliage somewhat larger than Veitchii.

**CORAL GABLES** — a new variety. Flowers very large, showing no stamens. Blooms throughout summer. Foliage very large and dark green. Compact.

**GLAZERI** — Tall growing, foliage large, light green in color. Very large flowers. An early bloomer.

**MYSTERY** — Bushy, compact growing plant. Produces large creamy white fragrant flowers.

**RADICANS** — Miniature gardenia, having very small, glossy leaves. Very small white fragrant flowers. Blooms in late spring and early summer.

**U. S. No. 1** — Somewhat identical to Glazeri. Foliage somewhat darker. Flowers very large. Blooms early.

**VEITCHII** — Compact growing dwarf form of the Gardenia family. Hardest type. Free blooming flowers.

### GREVILLEA ROBUSTA (Silk Oak)

Sub-tropical — Beautiful fern-like foliage, dark green above and silvery underneath. Orange yellow flowers.

Egg can ----- 1.75

### HYDRANGEA

Semi-deciduous flowering shrub with huge heads of pink or blue flowers appearing above leaves. Demands semi-shade.

2½" pot ----- .20

Gallon can ----- 1.00

### ILEX VOMITORIA (Dwarf)

Compact. Shiny slightly spined leaves and refined, low growth. Desirable in planters and ground covers.

2½" pot ----- .25

Gallon can ----- 1.00

### IXORA CHINENSIS

Very low, compact, growing with orange-red blossoms. Does better in semi or full shade. Ideal for indoor planter boxes.

2½" pot ----- .20

Gallon can ----- 1.00

**IXORA COCCINEA (Flame of the Woods)**

Tropical — Handsome ever-green shrub with large dark green foliage. Clusters of brilliant red star shaped flowers on slender tubes.

2½" pot -----	.20
Gallon can -----	.75
Egg can -----	1.75

**IXORA ROSEUM**

A new variety. Seems to be a good grower and a good coral pink flower. Apparently free bloomer.

2½" pot -----	.30
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**IXORA YELLOW (McKee's)**

This one has proven to be a very good strain, showing practically no chlorosis.

2½" pot -----	.30
Gallon can -----	1.00

**IXORA SUPER KING**

Named by size of leaf and flower as the leaves and flowers are extra large. Very slow grower, due to extra heavy flowering. Flowers in extra large clusters.

2½" pot -----	.30
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**JACARANDA**

Large evergreen tree with large fern-like light green leaves. Clusters of bigonia-like lavender-blue flowers.

Egg can -----	1.75
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**JASMINUM ILICIFOLIUM**

Sub-tropical — Very shiny, somewhat pointed foliage, and terminal rather open clusters of large fragrant white flowers.

2 $\frac{1}{4}$ " pot -----	.18
Gallon can -----	.60
Egg can -----	1.65
Egg can (Fla. Fancy) -----	2.00

**JASMINUM PUBESCENS**

Sub-tropical — Evergreen shrub. Flowers white. Fine for foundation planting.

2 $\frac{1}{2}$ " pot -----	.18
Gallon can -----	.60
Egg can -----	1.65
Egg can (Fla. Fancy) -----	2.00

**JASMINUM ROBUSTA**

A selected seedling of ours and has practically same habit of growth as Illicifolium. Foliage lighter in color, flowers pure white. Good bloomer.

2 $\frac{1}{2}$ " pot -----	.18
Gallon can -----	.60
Egg can -----	1.65
Egg can (Fla. Fancy) -----	2.00

**JASMINUM SIMPLICIFOLIUM**

Sub-tropical — Bushy and thick in growth. May be used as a low hedge or for base planting. Flowers white.

2 $\frac{1}{2}$ " pot -----	.18
Gallon can -----	.60
Egg can -----	1.65



**JUNIPER CONFERTA (Shore Juniper)**

A very prostrate growing evergreen. Attractive light green foliage. Excellent for ground covers or planters.

2½" pot -----	.20
Gallon can -----	1.00

**JUNIPER FRUITLANDI**

A very compact, spreading Juniper. Dark green color.

2½" pot -----	.20
Gallon can -----	.75

**JUNIPER HETZI**

Similar to Pfitzeri Juniper with more bluish color and more upright grower.

2½" pot -----	.20
Gallon can -----	.75
Egg can -----	1.75

**JUNIPER VIRGINIANA (Red Cedar)**

Narrow pyramidal, dense, steel-blue foliage. Hardy.

Egg can -----	2.50	Up
B&B 5'-6' -----	6.00	

**LANTANA SELLOWIANA (Trailing)**

Low spreading evergreen shrub with deep green, leatherly leaves. Lavender-pink flowers most of the year.

2½" pot -----	.18
Gallon can -----	.60

### LIGUSTRUM LUCIDUM

Hardy — Wax Privet. Broad-leaved evergreen shrub. Dark green shining leaves.

2½" pot .....	.18
Gallon can .....	.60
Egg can .....	1.65

### MAGNOLIA GRANDIFLORA

Medium size evergreen tree with large deep green, glossy leaves and immense lily-like fragrant flowers.

2½" pot .....	.20
Gallon can .....	.75
Egg can .....	2.50

### MALPIGHIA COCCIGERA

Tropical — Dwarf Holly. Shiny, holly-like foliage. Seldom reaches a height of more than two feet. Small light pink flowers.

2½" pot .....	.18
Gallon can .....	.75
Gallon can (Fla. Fancy) .....	1.00

### MALPIGHIA COCCIGERA PROSTRATE

Same as above. One we found growing very prostrate along side of an upright grower.

2½" pot .....	.18
Gallon can .....	.75
Gallon can (Fla. Fancy) .....	1.00

**MELALEUCA (Punk)**

Sub-tropical — A slender tree of medium height with willowy branches and narrow gray-green foliage. Creamy white flowers. The bark is soft, silvery white, rather cork-like.

Gallon can -----	.50
Egg can -----	1.50

**OLEANDERS**

(Cardinal, Double Pink, Double Red, Double White, Double Yellow, Single Pink and Single White.) Large growing evergreen shrub with long narrow dark green leaves. Flowers in clusters. Blooms through late spring and summer months.

2½" pot -----	.20
Egg can -----	1.75

**PALM ARECA**

Tropical — Slender, ringed trunks and graceful curving foliage. Prefers moist soil and somewhat shaded location. Very good for house culture.

Gallon can -----	1.25
2 Gallon can -----	2.25
Egg can -----	3.50

**PALM COCOS PLUMOSA (Queen Palm)**

Sub-tropical — Particularly adapted to high, well drained sections of the state. The trunk is more slender than the Royal Palm, but the head of foliage more graceful and plummy.

2½" pot	-----	.20
Egg can	-----	2.50 Up

**PALM LIVISTONIA (Chinese Fan)**

Hardy — Rather slow growing. Large handsome fan leaves. Recommended for partially shaded locations.

2½" pot	-----	.20
Egg can	-----	3.50

**PALM NEANTHE BELLA**

Very dwarf growing palm, more suited for pot and tub culture, as it requires shade.

Gallon can (heavy)	-----	1.50
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**PALM PHOENIX ROEBELENI****(Pigmy Date)**

Sub-tropical — A dwarf species suited for pot and tub culture. Foliage fern-like. Thrives equally well in either sun or shade.

2½" pot	-----	.20
Gallon can (heavy)	-----	1.25
Egg can	-----	3.00

**PARKINSONIA**

A very good, small deciduous tree for hot, dry places. In early summer it becomes a mass of small, bright yellow flowers.

Egg can ----- 1.75

**PENTAS**

Celestial Rose, Coral Pink, Orchid, Vivid, White. Tropical — Rather dwarf shrub, compact grower, almost continually in bloom. Flowers in small clusters.

2½" pot ----- .18

Gallon can ----- .50

**PHILODENDRON SELF HEADING**

Good for pots, tubs and landscape work. Assorted varieties.

Gallon can ----- 1.00

Egg can ----- 2.50

Specimen plants — Prices on request.

**PITTOSPORUM TOBIRA**

Evergreen shrub with long, shiny green leaves. Fragrant white flowers.

2½" pot ----- .18

Gallon can ----- .75

Gallon can (Fla. Fancy) ----- 1.25

### PODOCARPUS MAKI

A Columnar compact growing evergreen shrub with very narrow leaves.

21½" pot (cutting grown)	
(1 plant) -----	.20
Gallon can (tall slender) -----	.75
Gallon can (bushy) -----	1.25
Egg can — 24-30" -----	2.50
Egg can — 30-36" Specimen --	3.50

### ROYAL POINCIANA

Rather rapid, wide spready growing tree, fern-like leaves, flowers bright scarlet.

Egg can -----	1.75
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### SCHEFFLERA

Tropical — Shrub with leaves seven inches long and two inches wide. Good for tub or patio. (Two to three plants in each container.)

Gallon can 12-15" -----	.75
Gallon can 18-24" -----	1.00
2 Gallon can 24-30" -----	1.75
Egg can 36" -----	2.50 Up

### SEAGRAPE

Tree or shrub, having large red-veined leaves. White flowers and purple fruits in grape-like clusters.

Gallon can -----	.75
Egg can (heavy) -----	3.00



**STRELITZIA NICOLAI****(Bird of Paradise)**

Realistic bird-like flowers in white and blue.  
Large, long leaves similar to a Travelers  
Palm.

Gallon can -----	1.50
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**STRELITZIA REGINAE (Bird of Paradise)**

Trunkless, long, leathery gray leaves, flow-  
ers orange and blue.

2 $\frac{1}{4}$ " pot -----	.30
3" pot -----	.50
Gallon can -----	1.50

**THRYALLIS GLAUCA**

Tropical — Foliage small, rounded, light  
green. Brilliant clusters of yellow flowers.

2 $\frac{1}{2}$ " pot -----	.25
Gallon can -----	.75
Egg can -----	2.00

**THUNBERGIA ERECTA**

Tropical — Dark green, rather small pointed  
foliage. Thrives well in sun or shade. Me-  
dium size flowers of deep purple with yellow  
throat.

2 $\frac{1}{2}$ " pot -----	.20
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**THUNBERGIA GRANDIFLORA****(Blue Sky Vine)**

Tropical — Twining evergreen vine. Large sky-blue trumpet shaped flowers with white throat.

2½" pot -----	.20
Gallon can -----	1.00

**THUNBERGIA GRANDIFLORA ALBA**

Same as Grandiflora, except flowers are pure white.

2½" pot -----	.20
Gallon can (staked) -----	1.00

**VIBURNUM ODORATISSIMUM**

Hardy — Large leaves, rich glossy green. Fragrant white flowers, blooming in late spring.

2½" pot -----	.18
Gallon can -----	.50
Egg can -----	1.60

**VIBURNUM SUSPENSUM**

Hardy — Dwarf spready habit. Foliage large, deeply veined and rather rough. Small fragrant cream colored flowers.

2½" pot -----	.20
Gallon can -----	.75
Egg can -----	1.75

**AZALEA INDICAS**

All of our Azaleas are container grown as we find this to be very convenient for you and your customer. We offer to you the following varieties:

Brilliant (Red)  
 Duc de Rohan (Salmon Pink)  
 Formosa (Large Lavender)  
 Glory of Sunninghill (Orange-red)  
 Judge Solomon (Watermelon Pink)  
 Magnolia White (Large White)  
 Moss Point Red (Watermelon Red)  
 Mrs. G. G. Gerbing (Large White)  
 Pride of Dorking  
 Pride of Mobile  
 Pride of Summerville (Lg. Salmon)  
 Southern Charm (Deep Pink)  
 Sublanceolata Red (Watermelon Red)

**AZALEAS Cont'd**

Crimp Can (8-12")	-----	.50
Crimp Can (12-15")	-----	.75
2-Gallon Can (15-18")	-----	1.25
Egg Can (18-24")	-----	1.75

We do not have all the varieties listed above in 2-Gallon and Egg Cans.

Kurume, Belgium and Celestine prices and sies quoted by request.

**HIBISCUS (From Cuttings)**

We try to keep in stock a good assortment of varieties on own root liners, gallon and egg can.

2½" pot Standard Varieties \$20.00 per 100  
2½" pot Fancy Varieties --- \$25.00 per 100

Minimum order 100 plants, not less than 10 of any one variety.

Gallon can ----- .60 to .75 each  
Egg can ----- 1.60 to 2.50 each

We will book your orders for early spring delivery. Please ask for list of varieties that we can supply.

**HIBISCUS (Grafted)**

We graft all our Hibiscus on stock in 3" pots. Packed in paper cups, 36 plants per carton. Prices of the above \$50.00 per 100. Minimum order 72 plants, not less than 6 of any one variety.

We will book your order for early spring delivery.

Please ask for list of varieties that we can supply.

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— MEMO —







